

**ENVIRONMENTAL ASSESSMENT
FOR THE CONVERSION OF A
PORTION OF GENESEE VALLEY PARK
UNDER THE LAND AND WATER CONSERVATION FUND ACT
AS A RESULT OF THE
BROOKS LANDING REVITALIZATION PROJECT**

Appendix E:
Excerpts from City of Rochester
Draft Local Waterfront Revitalization
Program Update

June 2005

V. GOALS & STRATEGIES

A. INTRODUCTION...

The goals and strategies for the Local Waterfront Revitalization Program Update were derived through the public input process described in the Introduction. They were created from the ideas and comments that were provided at the Advisory Committee and Focus Group Meetings. The following Goals and Corridor-Wide Strategies apply to the entire LWRP Boundary. The Focus Site Strategies are more specific and are applicable only within the individual Focus Site Areas.

B. GOALS FOR THE LOCAL WATERFRONT REVITALIZATION PROGRAM...

The following four goals drive the policies and recommendations of the Rochester LWRP.

- I. To have the City of Rochester and its surrounding region be a family oriented, four season, tourist destination attraction for the northeastern United States and Canada.*
- II. To have waterfront resources that directly enhance the quality of life for city residents.*
- III. To have private, market driven investments in the tourism industry that result in additional revenue for businesses and jobs for local residents.*
- IV. To have our community's waterfront related recreational, environmental, historic, and cultural resources protected and/or enhanced.*

C. EXPLANATION OF GOALS...

GOAL I: To have the City of Rochester and its surrounding region be a family oriented, four season, tourist destination attraction for the northeastern United States and Canada.

Rochester's waterfront has the potential to be transformed from an area frequented primarily by local residents, to an attraction that draws visitors from across the state, northeastern United States, and Canada. In order to accomplish this, a deliberate and consistent effort must be made to promote and enhance the entertainment value of our three waterways (Lake Ontario, the Genesee River and the Erie Canal). However, it is critical that this effort does not diminish our waterway's cultural and environmental character.

A successful tourism destination has a number of attractions that draw visitors from a variety of lifestyles. These attractions (local and regional) are connected and begin to create the "critical mass" of activities necessary to become a regional, national, or international tourist destination. For example, Cleveland, Ohio has entertainment (IMAX Theater, etc), the waterfront (The Flats), cultural attractions (Rock-n-Roll Hall of Fame) and sporting venues (Jacob's Field) within close proximity to each other. Collectively these attractions appeal to a greater number of tourists than any one of them could individually.

A common criticism of Rochester's potential for tourism is the weather. Many view the summer as too short and winter too long. However, there are many northeastern cities that are successful at drawing tourists throughout the year despite similar weather patterns; Boston, Cleveland, and Toronto to name a few. Rochester needs to create attractions and activities that are viable throughout the year. This could include individual attractions such as an aquarium, a performing arts center, etc. or it may mean re-

developing such areas as Lake Avenue and River Street in a manner that creates a village ambiance even in the winter.

In addition to having great attractions, a successful tourist destination must succeed at offering a pleasant experience to visitors throughout their stay. Our community needs to adopt a philosophy that creates destinations that are interesting, fun, user friendly, clean, and safe. These attractions must be staffed with employees that are hospitable and have a high degree of training to develop the skills to deal effectively with the needs of tourists. Throughout our waterfront, visitors should have similar experiences that include arrivals, gateways, "Main Street" services, thematic attractions, and transportation/circulation linkages.

Finally, Rochester's local and regional image must be improved by focusing on the high quality of life provided by our waterways, historic, cultural, recreation and entertainment assets. In addition, the city should develop a marketing theme that identifies it as the gateway to our regions waterways with a high level of supporting facilities for visitors. Once the city has committed to this approach, it is critical that it plans for success; particularly in providing transportation, parking, lodging & visitor support facilities.

GOAL II: To have waterfront resources that directly enhance the quality of life for city residents.

Many of the efforts made to achieve Goal I will result in a higher quality of life experienced by residents of our city and our region. However, there is more that can be done to directly increase the level of use and enjoyment of our waterfronts by neighborhood residents. For example, the island City of Coronado, California (across the bay from San Diego) has many of their main residential streets ending at a continuous bay side esplanade. The esplanade connects the neighborhoods to the local tourist attractions, neighborhood commercial areas, city parks, public beaches, and to other neighborhoods. This level of connectivity can be achieved in Rochester along all three of our waterways.

GOAL III: To have private, market driven investments in the tourism industry that results in additional revenue for businesses and jobs for local residents.

Private sector development and investment in the visitor & entertainment industry, transportation industry and in business development is essential to create a successful tourist destination. This investment can be leveraged by public sector leadership, commitment, policy and investment. For example, the city of Chattanooga, Tennessee invested \$12 million dollars into its riverfront. The estimated private return was \$138 million dollars in capital projects. As tourism grows within Chattanooga, their image improves and the increase in the number of service sector jobs result in an improved quality of life for its residents.

GOAL IV: To have our community's waterfront related recreational, environmental, historic, and cultural resources protected and/or enhanced.

The protection of Rochester's waterway environments directly supports an enhanced visitor economy, an improved quality of life and subsequent economic development. This goal also supports maintaining a sustainable environment, the protection of natural and cultural resources and improved wildlife and plant habitats.

D. STRATEGIES FOR THE LOCAL WATERFRONT REVITALIZATION PROGRAM...

Corridor Wide Strategies

1. Build stronger waterfront & urban neighborhoods
2. Create new urban economic opportunities
3. Improve connectivity between our water-related assets
4. Establish a user-friendly waterfront
5. Support water dependent & water enhanced uses
6. Invest in public parks & infrastructure
7. Foster public safety
8. Preserve & enhance natural & cultural resources
9. Create memorable places & experiences
10. Utilize an integrated & strategic approach

Focus Site #1: "Charlotte, Harbortown USA"

1. Preserve & enhance village character
2. Improve access into and out of the area
3. Enhance business activity in the area
4. Improve pedestrian circulation & safety
5. Provide amenities for transient boaters
6. Develop as an "entrance" into the region

Focus Site #2: "Center City - High Falls"

1. Continue to develop entertainment related businesses
2. Continue re-use of historically significant structures
3. Create new, market rate residential opportunities
4. Increase specialty retail opportunities

Focus Site #3: "Center City - Festival Riverfront"

1. Increase recreational and commercial activity
2. Create a publicized "Center City" festival marketplace
3. Create new, market rate residential opportunities
4. Increase retail opportunities along Main Street

Focus Site #4: "Center City - Erie Harbor on the Genesee"

1. Develop venues for festival and water events
2. Provide boating amenities
3. Increase water related recreational opportunities
4. Develop canal port as "entrance" to the region's "Center City"
5. Design with an appropriate scale which embraces the historical past

E. EXPLANATION OF THE STRATEGIES...

Strategy 1: Build Stronger Waterfront & Urban Neighborhoods: The Genesee River and Erie Canal have not historically been a focus for residential neighborhood development. These waterways have been a source of energy, transportation and industrial development. A series of Urban Villages should be physically and perceptually connected to the waterfront and new opportunities for living close to the water should be developed. The Urban Villages should be designed to include distinct residential neighborhoods, a strong pedestrian environment, an identifiable Village Center, commercial convenience retail and commercial, and public services. Waterfront recreational activities should be available at Urban Village connections to the waterfront. All residential neighborhoods should have convenient access to Rochester's waterways.

Strategy 2: Create New Urban Economic Opportunities: The development of Rochester's waterways should create new economic opportunities in Rochester by increasing its visitor market, by increasing interest for businesses and business people to locate in Rochester and through secondary spending. The visitor market represents a short and long term opportunity to attract investment and spending from outside of the community. The quality of life benefits that waterfront activities, parks development, neighborhood revitalization, and urban restoration bring to the community represents a long term economic opportunity, partially dependent upon changing the national image and perception of Rochester. Locations for new economic activities have a strong place on Rochester's waterfront. Water dependent transportation and recreational activities should be offered the highest priority to develop in appropriate waterfront locations. Ample development land should be identified to accommodate water enhanced recreational and commercial activities. Partnership effort to effectively coordinate infrastructure improvements with private sector development should be of the highest consideration in planning for public investment.

Strategy 3: Improve Connectivity Between Our Water Related Assets: Rochester is home to a vast number of waterfronts parks, entertainment destinations, museums, business districts and neighborhoods. Today these assets exist with little to no connecting framework. Rochester should overcome the natural and physical impediments that are created by topography, development patterns and visual barriers to connect neighborhoods to the water, to provide outstanding public access, to provide linear connections between waterfront destinations & services, and to connect Rochester's waterfronts to the region and world.

Strategy 4: Establish a User-Friendly Waterfront: Residents and visitors enjoy convenience and understanding. Rochester's waterfront can conceptually and physically incorporate a "tourism planning concept" which makes it easy and understandable for residents and visitors to get to the waterfront, and to have memorable and pleasant experiences at the waterfront. The Tourism Planning Concept (TPC) should include gateways (main entry points to include thematic, directional and event information), arrival points (landing point where residents and visitors first come to rest in Rochester or at the

waterfront, e.g. the airport, train stations, parking lots, etc.), visitor infrastructure (support facilities that provide visitor services and amenities such as hotels, retail shopping, transportation, parking, information and food), focal points (main feature of the waterfront, identified City-wide as the High Falls, but with additional focal points within each "Focus Area"), attractions (events, programs or facilities that pique the interest of visitors, draws them to Rochester's waterways and keeps them active and satisfied) and neighborhood connections (the equivalent of the gateway, arrival, infrastructure and focal point for City of Rochester residents living in neighborhoods near the waterways. Providing residents a similar user- friendly and enjoyable waterfront experience and improving Rochester's quality of life, marketability of urban neighborhoods and waterfront image).

Strategy 5: Support Appropriate Land & Water Uses: The varying characteristics of Rochester's waterfronts demand for a varied approach to controlling land and water use. Rochester should: utilize land and water use controls to encourage water dependent & water enhanced uses of the waterfronts; build upon existing development patterns; and strengthen the urban fabric of the downtown core. Urban Village character should be promoted in the major landing areas of Charlotte Harbor, the Erie Canal Harbor and the Airport Landing. Historic references should be incorporated into waterfront development designs. The natural character and beauty of the Genesee River Gorge and the Genesee South River area should be protected and enhanced.

Strategy 6: Invest in Public Parks & Infrastructure: The public ownership of Rochester's waterways is outstanding. Public parks and open space line the majority of the Genesee River. Vacant lands that are not parks are controlled by a few additional owners, including Rochester Gas & Electric and the NYS Canal Corporation. A great amount of Rochester's waterfront is vacant, underutilized and/or has limited access. A public investment in improving the public access and controlling the quality of Rochester's waterfront lands should be a priority. Opportunities to secure public access and rights to other waterfront lands should be aggressively pursued. Investment in other streets, public ways and properties within the corridor should be strategically planned.

Strategy 7: Foster Public Safety: A critical factor in providing public access to the waterfront, and in attracting visitors to the City, will be to provide both a real and perceived sense of safety and security. Primary to addressing the issue of safety is to provide "eyes" on the waterfront. A vibrant downtown, active trail uses, accessibility to spaces by police and emergency vehicles, windows of buildings and views from roadways all help to provide "community patrolling". A mix of office and residential uses provide 365 day a year and 24 hour a day presence on a waterfront. An enforcement presence in the form of a Harbor Master, police sub-station or marine response facility provides additional presence. Rochester additionally has to deal with the protection of waterfront visitors from the varying conditions of the Genesee River, from traditional waterfront safety issues, and from the potential impact of increased boat traffic on narrow waterways. A plan for the water's development and use should be accompanied by a program for education and awareness.

Strategy 8: Preserve & Enhance Natural & Cultural Resources: Rochester is blessed

by its three unique waterways. It is also blessed by the variety of natural environments and the vital history that is associated with the waterways. Natural and heritage resources should be protected and enhanced through regulation, acquisition, easements, funding, and partnering. Existing zoning regulations protect much of the natural corridor. Opportunities to expand ordinances with development performance standards should be pursued. New development should be designed to support nature and history themes. Natural and historic resources should be interpreted and access improved. National Heritage Corridor designation should be supported for the Erie Canal. The Urban Cultural Park concept should be expanded throughout the City.

Strategy 9: Create Memorable Places & Experiences: Rochester has a variety of memorable places and activities today. They are created by either the natural character, the built environment or a landmark element. Existing waterfront places should be strengthened and new memorable waterfront places should be created to peak the experience of residents and visitors. Elements of memorable Rochester waterfront places should include identifiable features & activities; warm, inviting, light, exciting & intimate spaces; or grand spaces & elements; buildings and development in harmony with their urban, natural or Urban Village context; active uses on first floors; buildings with strong orientations towards the water and public spaces; and the use of natural, indigenous or historic construction materials.

Strategy 10: Utilize an Integrated & Strategic Approach: An implementation approach must eliminate the concept of one-project at-a-time, in favor of integral project planning & design. Project leads and stewards must be clearly defined and capable. Policy direction must be clear while at the same time flexible. Investment must be made strategically. In determining a strategic approach, the following list of project categories should be evaluated against prioritization qualifiers to identify very high, high, moderate, market driven, and future projects. The categories are listed in order of priority, although most projects and initiatives can occur simultaneously and may be driven by independent leadership or initiative.

- Organization & Control
- Current Projects
- Public Access
- Visitor & Marine Infrastructure
- Promotions & Packaging
- Signage
- Entertainment Venues

The following qualifiers should be applied to the prioritized project categories to finalize the prioritization, phasing and implementation of individual waterways projects.

- Ease of Implementation
- City or Municipal Investment Required
- Private Investment Required

Requires Additional Market or Engineering Feasibility
Project Likely to Promote or Leverage Additional Projects

Focus Site #1: “Charlotte, Harbortown USA”

Strategy 1: Preserve & enhance village character: The primary concern from Focus Group #1 was the type of development that could occur in the area. It is recommended that any public or private investments within the focus site respect the existing village elements and, if possible, add to them.

Strategy 2: Improve access into and out of the area: At the peak of Charlotte’s popularity as an entertainment attraction in the early 1900’s, it was accessible by several modes of transportation. Visitor’s arrived by car, train, and ferry. Over the past half a century, the automobile has become the dominant mode of transportation into this area; bringing its negative impacts with it. As this area develops there should be improved public transportation in the area, increased modes of transportation available to visitors, and wherever possible, additional access points created.

Strategy 3: Enhance business activity in the area: An atmosphere that attracts year round and seasonal business should be created.

Strategy 4: Improve pedestrian circulation & safety: As described in Strategy 2, the automobile has become the dominant force within Focus Site #1. Unfortunately it has been at the expense of pedestrian circulation and safety. The current form and operating characteristics of Lake Avenue do not facilitate safe pedestrian and bicycle traffic movement.

Strategy 5: Provide amenities for transient boaters: The current marina space within the harbor is primarily reserved for seasonal leases. There is a lack of slips and necessary accommodations for transient boaters. within the harbor. Cities like Coburg have experienced dramatic increases in tourism related revenue by promoting its harbor as a transient friendly port.

Strategy 6: Develop as an “entrance” into the region: Charlotte is the region’s entrance for visitor’s arriving by boat from ports around Lake Ontario. This area is an opportunity to give these visitors a lasting, positive first impression.

Focus Site #2: “Center City - High Falls”

Strategy 1: Continue to develop entertainment related businesses: The High Falls area is approaching the necessary “critical mass” of activities necessary to make a successful tourist attraction. The location of entertainment related businesses in this area should continue.

Strategy 2: Continue re-use of historically significant structures: The re-use of

buildings in the High Falls area has been very successful (the Centers at High Falls, The Phoenix Mill, and Empire Brewery) and should be continued.

Strategy 3: Create new, market rate residential opportunities: The most successful tourist destinations are areas with 24 hour activity. The only method to accomplish this is to have residents within and/or adjacent to the destination.

Strategy 4: Increase specialty retail opportunities: Shopping at High Falls is currently limited to "The Creator's Hand Too." In order to draw more visitors to this area there should be additional shopping opportunities located in the Focus Site.

Focus Site #3: "Center City - Festival Riverfront"

Strategy 1: Increase recreational and commercial activity: Although no single recreational attraction is proposed for this Focus Site, a multi-use trail on both sides of the river will connect recreational opportunities in other parts of the City. There also needs to be additional commercial activities that cater to the increasing residential population within our center city. More specifically, this effort should focus on commercial activity that is viable seven days a week, not just during the typical work week.

Strategy 2: Create an identifiable "Center City" festival marketplace: On Friday afternoons, throughout the summer, there is a small public market set up the east side of the Genesee River between Andrews Street and Main Street. There are specialty items for sale, baked goods, and live music. This type of activity should be more frequent and on a grander scale. This market would be an attraction to visitors of our "Center City" and would provide goods to the growing downtown residential population.

Strategy 3: Create new, market rate residential opportunities: As stated in Focus Site #2, the most successful tourist destinations are areas with 24 hour activity. The only method to accomplish this is to have residents within and/or adjacent to the destination.

Strategy 4: Increase retail opportunities along Main Street: A wide range of retail opportunities along Main Street will attract a greater number of people to this Focus Site.

Focus Site #4: "Erie Harbor on the Genesee"

Strategy 1: Develop venues for festival and flat water events: There is a unique opportunity to establish a world class facility to host local, national, and international rowing events on the Genesee River. This combination of a world class rowing course within close proximity to an urban center, with lodging, dining, and entertainment would attract a variety of events as well as their fans.

Strategy 2: Provide boating amenities: The Erie Canal is growing in popularity for motor and hand powered boats; each group has special needs. This strategy relates to providing a greater level of service to power boaters. This could include secured docking

facilities with pump outs and water service.

Strategy 3: Increase public access to water related recreational opportunities: The Erie Canal is becoming popular for hand powered craft such as canoes and kayaks. The city should make an effort to facilitate this type of activity with the provision of launches and take outs.

Strategy 4: Develop as the entrance to our “center city:” This Focus Site represents the “entrance” to our “center city” for visitors arriving by boat. As with Charlotte, this area is an opportunity to give these visitors a lasting, positive first impression.

Strategy 5: Design with an appropriate scale which embraces the historical past: Any re-development of the parcels adjacent to the this section of the canal should be built to a human scale with an attention to detail at the pedestrian level.

F. HOW THE STRATEGIES RELATE TO THE GOALS...

I. To have the City of Rochester and its surrounding region be a family oriented, four season, tourist destination attraction for the northeastern United States and Canada.

Corridor Wide: Establish a user-friendly waterfront
Corridor Wide: Support water dependent & water enhanced uses
Corridor Wide: Create memorable places & experiences
Corridor Wide: Utilize an integrated & strategic approach
Focus Site #1: Develop as an “entrance” into the region
Focus Site #1: Provide amenities for transient boaters
Focus Site #1: Improve access into and out of the area
Focus Site #2: Continue to develop entertainment related businesses
Focus Site #2: Create new, market rate residential opportunities
Focus Site #3: Create a publicized “Center City” public market
Focus Site #3: Create new, market rate residential opportunities
Focus Site #4: Develop venues for festival and water events
Focus Site #4: Provide boating amenities
Focus Site #4: Develop canal port as “entrance” to the region’s “Center City”

II. To have waterfront resources that directly enhance the quality of life for city residents.

Corridor Wide: Build stronger waterfront & urban neighborhoods
Corridor Wide: Improve connectivity between our water-related assets
Corridor Wide: Foster public safety
Focus Site #1: Improve pedestrian circulation & safety
Focus Site #4: Increase public access to water related recreational opportunities

III. To have private, market driven investments in the tourism industry that result in

additional revenue for businesses and jobs for local residents.

Corridor Wide: Create new urban economic opportunities

Corridor Wide: Invest in public parks & infrastructure

Focus Site #1: Enhance business activity in the area

Focus Site #2: Increase specialty retail opportunities

Focus Site #3: Increase recreational and commercial activity

Focus Site #3: Increase retail opportunities along Main Street

IV. To have our community's waterfront related recreational, environmental, historic, and cultural resources protected and/or enhanced.

Corridor Wide: Preserve & enhance natural & cultural resources

Focus Site #1: Preserve & enhance village character

Focus Site #2: Continue re-use of historically significant structures

Recommendations, Projects & Implementation Actions:
NON-FOCUS SITE PROJECTS

Corridor Wide Strategies:

- I. Build stronger waterfront & urban neighborhoods
- II. Create new urban economic opportunities
- III. Improve connectivity between our water-related assets
- IV. Establish a user-friendly waterfront
- V. Support water dependent & water enhanced uses
- VI. Invest in public parks & infrastructure
- VII. Foster public safety
- VIII. Preserve & enhance natural & cultural resources
- IX. Create memorable places & experiences
- X. Utilize an integrated & strategic approach

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5.8 BROOKS-GENESEE LANDING

Location: South Plymouth Avenue & Genesee Street at Brooks Avenue

Profile: The development of a neighborhood center which has a strong relationship to the Genesee River and the University of Rochester is recommended in the South River Corridor Plan and has been supported by University and City actions, including the construction of a connecting pedestrian bridge.

Analysis: An existing neighborhood, commercial and university area could be a destination on the Canal. A developed landing would support excursion boating, recreational boating, and a water taxi/water bus.

Recommendations:

- I. Develop a landing and small scale docking area to support transient boaters, excursion boat tie ups, and a water taxi landing.
- II. Provide visitor services including information, necessary retail, restaurant and possibly small scale lodging opportunities.
- III. Encourage mixed use development which supports neighborhood, University and student uses.
- IV. Investigate the current infrastructure to see if it maximizes the assets in the area (River/Canal, Neighborhood, University and Parks) for the above stated uses.

Recommended Lead Responsibility: Rochester Economic Development

Related Project Sheets:

- ▶ Small Scale Landings
- ▶ Water Taxi

Priority & Schedule: High

- ▶ Existing City Capital Improvement Project
- ▶ Existing Private Sector Interest

Alternatives: Alternative actions considered for this project include:

- ▶ No action
- ▶ Alternative uses

Potential Environmental Impacts & Mitigative Measures:

Traffic impacts: Several roadway and circulation recommendations should be implemented to support any densely built out project (see Transportation/Circulation section)

Public Access: Public pedestrian access to the waterfront should be accommodated where practical. Agreements with private property owners should include public access (waterfront promenade or trailway).

Land use impacts: Adequate buffering or transitional land uses should be established between the

commercial uses and existing residential areas.

**Recommendations, Projects & Implementation Actions:
CORRIDOR-WIDE PROJECTS & INITIATIVES**

Corridor Wide Strategies:

- I. Build stronger waterfront & urban neighborhoods**
- II. Create new urban economic opportunities**
- III. Improve connectivity between our water-related assets**
- IV. Establish a user-friendly waterfront**
- V. Support water dependent & water enhanced uses**
- VI. Invest in public parks & infrastructure**
- VII. Foster public safety**
- VIII. Preserve & enhance natural & cultural resources**
- IX. Create memorable places & experiences**
- X. Utilize an integrated & strategic approach**

PROJECT NUMBER	DESCRIPTION	PAGE NUMBER
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C.8 GATEWAY IMPROVEMENT STRATEGY

Profile: Gateways at a variety of scales and types are an important element of a visitors experience.

Analysis: Rochester has several opportunities to create waterways gateways for international visitors, for regional visitors, and for local residents.

Recommendations:

- I. A strategy for improving the arrival experience for visitors and residents alike should be established and implemented. The strategy includes a five level hierarchy of gateways:
 - ▶ Gateway Center - High level of tourism information, exciting visitor arrival point, service and transportation center
 - ▶ Regional Gateway- Tourism information and transportation centers
 - ▶ Local Gateways - Physical and thematic connections between neighborhoods and the waterway
 - ▶ Informational Gateway - Providing information at key regional and local entry points and directing persons to the Gateway Center or Regional Gateways
 - ▶ District Gateways - Physical, informational and thematic enhancements at key entry points to specific waterfront districts
- II. The following program of services and development are recommended for each gateway:
 - ▶ Gateway Center
 - Theater-in-the-Round
 - Parking
 - Staffed Visitors Center
 - Intermodal Transportation Connections
 - Food Services
 - Regional Gifts
 - Entertainment
 - Restrooms
 - Phones
 - ▶ Regional Gateways
 - Parking
 - Visitors Information Center
 - Intermodal Transportation Connections
 - Food Services
 - Regional Gifts
 - Restrooms
 - Phones

► Local Gateways

Parking

Visitors Information Kiosk

Streetscape, signage and land use connection to neighborhoods

Waterfront Park/Overlook

C.8 GATEWAY IMPROVEMENT STRATEGY (Cont')

Intermodal Transportation Connections
Phones

► Informational Gateway

Parking
Visitors Information Kiosk
Directional Signage
Phones

► District Gateway

Themed District Signage
Directional Signage
Themed or distinct site improvements & landscaping

III. The following are recommended locations for Rochester's waterways gateways:

► Gateway Center

High Falls

► Regional Gateways

Greater Rochester International Airport
Charlotte Harbor
Center City Festival Riverfront
Erie Canal Harbor

► Local Gateways

East Henrietta Road Landing
Airport Landing
Brooks Avenue Landing
Flint Street Landing
University of Rochester Landing
Chili Avenue Landing
Lyell Avenue Canal Landing
Court Street Park
Andrews Street Bridge
Bausch & Lomb Bridge
Ravine Avenue Overlook
Driving Park Landing
Clifford Avenue Landing (Brewer Street)
Carthage Landing (Norton Street)
Seneca Parkway Overlook
Seneca Park
Turning Point Park

C.8 GATEWAY IMPROVEMENT STRATEGY (Cont')

► Informational Gateways

Scottsville Thruway Rest Area

Farmington Thruway Rest Area

Seaway Trail

~ Braddocks Bay

~ LaSalles Landing

~ Sea Breeze

Erie Canal Scenic Byway

~ Greece Port

~ Brockport Port

~ Pittsford Village

~ Macedon Canal Access Center

Genesee Greenway Byway

~ Scottsville

~ Black Creek

► District Gateways

Charlotte Harbor

Irondequoit Harbor

Maplewood

Seneca Park

High Falls

Center City Festival Riverfront

Erie Canal Harbor

South Wedge

Corn Hill

Genesee Valley Park

Airport Landing

Erie Canal Industrial Parkway

Others

Recommended Lead Responsibility: New Waterfront Development Corporation

Priority & Schedule: High

Alternatives: Alternative actions considered for this project include:

► No action:

Potential Environmental Impacts & Mitigative Measures: None identified.